



JAN 26 2005

AF *[signature]*
UV-168

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant : Michael D. Ellis
Application No. : 09/717,729 Confirmation No.: 6773
Filed : November 21, 2000
For : INTERACTIVE TELEVISION TARGETED
MESSAGE SYSTEM
Group Art Unit : 2614
Examiner : Scott E. Beliveau

Commissioner of Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

PETITION UNDER 37 C.F.R. § 1.136(a)
FOR AN EXTENSION OF TIME

Sir:

Pursuant to 37 C.F.R. § 1.136(a), applicant hereby petitions for a three-month extension of time to respond to the Office Action dated July 29, 2004. With the extension, a response is due on or before January 29, 2005. A check in the amount of \$1,020.00, in payment of the fee required under 37 C.F.R. § 1.17(a), is enclosed herewith.

The Director is hereby authorized to charge any additional fees that may be due, or to credit overpayment of

01/28/2005 CNGUYEN 00000098 09717729

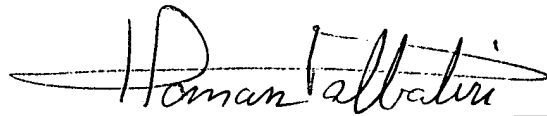
01 FC:1253

1020.00 OP

Express Mail Label
No. EV132190935US

same, to Deposit Account No. 06-1075. A duplicate copy of this
Petition is enclosed herewith.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Hassan Albakri", written over a horizontal line.

Hassan Albakri
(Limited Recognition)
Agent for Applicant
FISH & NEAVE IP GROUP
ROPES & GRAY LLP
Customer No. 1473
1251 Avenue of the Americas
New York, New York 10020-1105
Tel.: (212) 596-9000